

MARIIA SVIRELINA

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🏠 Tampere, Finland

Date of birth – 21.02.1996

Nationality – Russian



I am a young professional, who is enthusiastic, internationally-experienced and certainly ready for new challenges. I am currently searching for the position within the marketing communications or business development processes. My strong responsibility will ensure that the ongoing projects are executed in the best way without losing the sense of creativity. I would like to share my positive attitude and knowledge with people within the business.

Education	Double Degree studies
Bachelor of IBMS	The Netherlands, Venlo Fontys University of Applied Sciences
Bachelor of International business, Marketing	Finland, Valkeakoski HAMK University of Applied Sciences

Experience

Marketing and communications intern <i>The Netherlands, Amsterdam, logistics company TIP Trailer Services (January 2016 – August 2016)</i>	Administrator and e-communication support <i>Russia, Saint-Petersburg, Entertainment company "House of fear" (May 2015 – August 2015)</i>
<ul style="list-style-type: none">• Creating and distributing regular internal communications, following the branding• Working closely with agencies and marketing platforms for business communication purposes• Providing assistance in updating internal and external communication materials• Company website updates/ Google analytics• Management of European social media content calendar• Collecting and providing content to the market intelligence group within Salesforce.com/ Pardot.com• Email marketing analytics	<ul style="list-style-type: none">• Working on the implementation of new communication tool• Supervising the day-to-day cash reports• Planning the schedule for personnel• Giving instructions to the visitors• Announcements for upcoming events• Website updates

Projects

Student advisor <i>Finland, Valkeakoski, HAMK University of Applied Sciences (April 2014 – June 2014)</i>	Supervisor of marketing campaigns <i>Russia, Saint-Petersburg, Marketing campaigns (September 2012 – July 2013)</i>
<ul style="list-style-type: none">• Referring students to the relevant institutional resources• Involving students in the academic process• Supervising the ongoing events	<ul style="list-style-type: none">• Planning and complete preparation for the event• Photo and written reporting• Collecting feedback from customers

Street Team Marketing (September 2014)

The project was regarding the marketing promotion campaign for HAMK University of Applied Sciences. The main responsibility was to develop the marketing strategy for HAMK University in Finland and implement it to the Russian market (travelling to Kazan, Saint-Petersburg). The project included full analysis and budgeting during a half year period time. The results of the successful planning led to the presentations, which had an audience approximately 50-100 people.

Christmas Fair (December 2014)

In this project I was in charge of organizing Christmas land for the international business course. It was the corner made for children with various activities for generating profits. The project developed my skills such as being responsible, creative-thinking and goal-oriented. Mainly, I got the clear overview of project management from given designation to the real life implementation. The project was carried during a half-year time period.

Volunteer, Oranje Fonds (March 2016)

The project included the volunteer activities in regards to the repairing and general maintenance for Social yoga center. (TIP Trailer Services Company)

Additional information

My strong feature is creative and enthusiastic approach. I have finished an art school in Saint-Petersburg and I also play piano for eight years. I was doing athletics for five years and took part in different sport competitions. At Fontys University I was an active participant of sport events and was directly involved in the organization of Circuit trainings. I believe that my diverse background and readiness for learning will aim to achieve the goals of the organization.

Languages

Russian – mother tongue

English – advanced level

Finnish, Spanish, French, Dutch – basic level